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Caliente.COM

how to increase sales **this** quarter

thousands...

Join the thousands of companies and individuals taking advantage of the **free newsletters** from justsell.com, your sales & marketing portal™.

As registered members of the just sell® community, you and your team will have **free access** to event-driven sales leads, sales development calendars and exclusive sales & marketing content and insight.

development & reinforcement...

Since early 1998, top sales & marketing professionals and executives have been turning to just sell® as a free resource for no-fluff, **actionable** sales & marketing insight and tools.

It's the fundamentals, **practiced** well and continually reinforced, that create the top sales & marketing teams. Need a topic of discussion for an upcoming sales meeting or break out session? Need a better way to communicate a challenging skill to the team? Need a way to supplement your personal professional development. just sell® newsletters can help.



free leads...

Twice monthly, just sell® newsletter subscribers receive exclusive access to prospects™ - 40 **event-driven sales leads**. These are detailed profiles of companies where a significant event has occurred that creates immediate and long-term sales & marketing opportunities for other companies. prospects™ gives you the companies, the decision makers and the reason to call.

Limited time and human resources can make it very challenging for even the best to provide or work through a **continual development** and reinforcement program. just sell® newsletters help fill the void by assuring the fundamentals are regularly addressed with an easily understood approach.

exclusive...

What's one lead or one new idea each month worth to you and your team? What's it worth to your resellers? Could it mean **10 more sales**? 30 more during the quarter? What could it mean for your career?

Be on the inside today and don't miss out. Each month, more than 75,000 people regularly turn to just sell® as a resource for leads, insight, development & reinforcement. Become a part of it today for free. **Register yourself and your team** now using the fax back attachment or visit <http://www.justsell.com/subscribe.htm>. We look forward to helping you sell more.

just sell® ...

the site is just the beginning...

the sales process

continually...

- asking questions
- listening
- qualifying (the opportunity for both parties)
- discovering hot buttons (what's in it for them)
- building rapport
- establishing trust
- developing credibility
- developing a valuable relationship
- addressing objections
- planning next action steps
- confirming understanding
- asking for referrals
- seeking additional opportunities to serve & sell
- evaluating responses & results (positive/ negative)
- affirming decisions (minimizing buyer's remorse)
- positively expectant

prospect **1**

interview **2**

analyze needs **3**

present **4**

negotiate **5**

close **6**

service & follow-up **7**

just sell[®]
it's all about sales[®]

